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ATO ACTIVITIES reports

ATO Shanghai Promotional Opportunities Report

2004

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Report Highlights:

This report provides a complete list of market-development activities, such as trade shows, retail promotions and trade teams, that the ATO Shanghai plans to participate in over the period from December 2004 through December 2005. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or ATO Shanghai for additional information.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Shanghai ATO [CH2]
[CH]

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Disclaimer:

The promotional activities listed below are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

I. FAS/USDA Endorsed Trade Shows

U.S. exporters and other organizations interested in participating in FAS/USDA Endorsed Trade Shows should contact the respective organizers listed beneath each individual event, or alternatively, communicate with the FAS/USDA Trade Show Office based in Washington D.C.: Ms. Maria Nemeth-Ek, Team Leader, Trade Show Office, AgExport Services Division, Foreign Agricultural Service/USDA, Tel. (202) 720-3623, Fax (202) 690-4374, E-mail: Maria.Nemeth-Ek@usda.gov, webpage: www.fas.usda.gov.

Food Ingredients Asia - China 2005

Date: March 1-3, 2005

Venue: Everbright Convention & Exhibition Center, Shanghai

This show has become an established food ingredients event for the food-processing sector in China. ATO Shanghai will organize an information service center and provide support for U.S. companies exhibiting within the USA Pavilion.

Contact: Ms. Editha Derksen, Tel: 31-346-559410, Fax: 31-346-573811, Email: ederksen@cmpinformation.com or Ruwan Berculo Tel: 31-346-559475,

Email: reberculo@cmpinformation.com, Internet: www.fi-events

SIAL China 2005

Date: May 18-20, 2005

Venue: Shanghai New International Exposition Centre of Pudong, Shanghai

The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to the HRI and retail sectors. While SIAL has an excellent reputation in Europe and South America, the China show is perhaps less widely known because it competes with the more firmly established Food & Hotel China show. However, the show organizers have succeeded in attracting China's leading retailers, including one of the country's top foreign retailers, Carrefour of France. In forging a relationship with Carrefour, Expositum has gained popularity with international exhibitors by organizing meetings and seminars with key managers of the well-positioned retail chain. In an effort to ensure high-quality visitors, SIAL 2005 will again be held in the expansive new Shanghai International Exposition Centre in Pudong. ATO Shanghai will provide support services to U.S. exhibitors including an on-site booth within the USA Pavilion, a market briefing, supermarket tour, and a trade reception.

Contact: Ms. Natacha GISLARD, Expositum Shanghai Office, Dongyi Building, Room 301, 88 Changshu Road, 200040 Shanghai CHINA, Phone: 86(21) 6249 2028, Fax: 86(21) 6249 3414, Email: natacha_gislard@expositum-shanghai.com or Ms. Kelly WHEATLEY, IMEX Management, Inc. (U.S. Representatives for Expositum), 505 East Boulevard, Suite 200 Charlotte, NC 28203 USA, Phone: (704) 365-0041, Fax: (704) 365-8426, E-mail: kellyw@imexmgt.com, Internet: www.imexmgt.com

Food & Hotel China 2005

Date: November 15-17, 2005

Venue: Shanghai New International Exposition Center, Pudong, Shanghai

This large international show focuses on the HRI sector and has experienced sustained growth over the 12 past years, becoming one of the two most important food shows in Mainland China. This year FHC will move to a newer and larger venue, which should add further to its appeal. Popular with both American and European exhibitors, FHC is also attracting a growing number of Chinese companies. ATO Shanghai will again organize a USA Pavilion and provide on-site services for U.S. companies that participate in this show.

Contact: Ms. Joan Williams, 4 North St., Ste. 800 – Waldwick NJ 07463-1842 USA, Tel: 201-251-2600, Fax 201-251-2760, Email: jwilliams@kallman.com, www.kallman.com or China International Exhibitions Ltd., Tel: (86) 21-6209 5209, Fax: (86) 21-6209 5210, E-mail: fhc@chinaallworld.com

II. Other Trade Shows

U.S. exporters and other organizations interested in participating in any of the trade shows listed below should contact the respective organizers listed beneath each individual event, or alternatively, communicate with ATO Shanghai for additional information.

WoodBuild China 2005

Date: March 22-25, 2005

Venue: Shanghai New International Exposition Center of Pudong, Shanghai

This well-established show has become the premier event for exporters of hardwood to Mainland China. The American Hardwood Export Council has long participated in this show, helping to organize a U.S. pavilion, and the show has attracted increased interest from the softwood industry in recent years. The sister show, WoodMac China, provides a good forum on woodworking machinery, specifically focusing on equipment and supplies for timber construction and furniture production. This year, both shows will be held in conjunction with FurniTek China, which will add to the already strong attendance generated by the show.

Contact: Marie Waters, Overseas Exhibition Service Ltd., 11 Manchester Square, London W1U 3PL, UK, Telephone: 44-20-7862 2000, Fax: 44-20-7862 2098, E-mail:

mwater@oesallworld.com or Max Miao, China International Exhibitions Ltd. Room 2402-2403A, singular Mansion, 318-322 Xian Xia Road, Shanghai 200336, Tel: 86-21-6209 5209X19, Fax 86-21-6209 5210, E-mail: max@chinaallworld.com, www.woodmacchina.net

Spring 2005 National Candy & Spirits Fair (Tang Jiu Hui)

Date: March 2005 (exact dates TBD in Dec 2004)

Venue: Chengdu

The spring show of this semi-annual event, also known as the Tang Jiu Hui Fair, possibly the largest domestic food trade show in China, has a strong "local" focus, featuring a wide variety of food, wines and spirits. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts and to penetrate new markets within inland China. ATO Shanghai will lead a sales mission to this show.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: frances.wei@usda.gov

The 7th Hortiflorexpo China

Date: April 6-9, 2005

Venue: Intex Shanghai

The Annual event on floriculture, horticulture and landscape industry with odd years in Shanghai and even years in Beijing will move back to Shanghai in 2005. With a wide spectrum of exhibits on display, the show organizers will hold a series of activities such as seminars, outreach field visits, etc. In response to growing interest in landscaping and nursery products, ATO Shanghai will organize a USA Pavilion and provide on-site services for U.S. companies that participate in this show.

Contact: Catherine Cui, Intex Shanghai Co. Ltd., 88 Loushanguan Road, Shanghai 200336, Tel: 86-21-62755800x1020, 62958367, Fax 86-21-62757210, E-mail: intexcl@sh163.net, intexyy@sh163.net, Website: www.hortiflorepo.com

China Seafood Exposition 2005

Date: June 28-30, 2005

Venue: Shanghai New International Exposition Center of Pudong, Shanghai

This annual show is intended to provide exhibitors with the option to go to either Shanghai for China Seafood Expo or to Qingdao for National Fisheries & Seafood Expo. Some exhibitors may choose both, as they target the same niche. China Seafood Expo 2004 in Shanghai attracted international exhibitors from 20 countries and regions, e.g., the U.S., Holland, Mexico, Brazil, Australia, Hong Kong, etc. Diversified Business Communications, the same organizer of the International Boston Seafood Show shares the same opinion with its Chinese partners that there is demand for two shows a year in China, which has large and diversified markets. ATO Shanghai will visit the show and provide market briefings to U.S. exhibitors.

Contact: Nancy Hasselback, Diversified Business Communications, 121 Free Street, P.O. Box 7437, Portland, Me 04112-7437, Tel: 207-842-5514, Fax: 207-842-5405, nhasselback@divcom.com, www.divbusiness.com

Pet Fair Asia 2005

Date: September 20-23 2005

Venue: Shanghai New International Exposition Center of Pudong, Shanghai

This will be the second time around for this trade show, and success has driven it from a relatively small location in downtown Shanghai out to the New International Exposition Center. What impact the change in location will have on foot traffic is unclear, as last year's show relied on the co-location of a dog show to generate additional visitors. ATO will attend the show and provide market briefings to exhibitors.

Contact: Ms. Apple Chen, VNU Exhibitions Asia, 3/f, business Mansion, Shanghai Exhibition Center, 1333 Nanjing Road (W), Shanghai 200040, Tel: 86-21-62477668x939, Fax: 86-21-62479818, Email: apple.chen@vnuexhibitions.com.cn, website www.vnuexhibitionsasia.com

Sweets China

Date: September 19-21, 2005

Venue: Everbright Exhibition Center, Shanghai

This is the new international show dedicated to confectionary products in China, to be held in Shanghai in 2005 for the second time. Based on the success of the show in 2004, ATO will co-organize a USA Pavilion with the National Confectioners Association and offer site assistance and provide market information to the U.S. exhibitor at the show again in 2005.

Contact: Ms. Nancy Yung/Ms. Rhoda Lam, Talent Asia Services Ltd., (852) 2591-6386, Fax: (852) 2591-6380, E-mail: talentA1@netvigator.com

Shanghai Leather Show

Date: September 3-5, 2005

Venue: Shanghai New International Exposition Center of Pudong, Shanghai

This hugely popular show grows each year. The 2004 show featured a USA Pavilion featuring more than 25 exhibitors from the U.S. Hides, Skins & Leather Association. For the 2005, the

show returns to the spacious New International Exposition Center in Pudong. ATO Shanghai will attend and provide market briefings to U.S. exhibitors.

Contact: Ms. Jane Hu, ATO Shanghai, Suite 331E, Shanghai Centre, 1376 Nanjing West Road, Shanghai, 200040; Phone: +(8621) 6279-8622; Fax: +(8621) 6279-8336; Email: ATOShanghai@USDA.GOV.

Shanghai International Culinary Expo

Date: November 10–14, 2005

Venue: Everbright Convention & Exhibition Center, Shanghai

The show, organized by the powerful Shanghai Restaurant Association, has been an important event for food and ingredient distributors for restaurant industry in the Greater Shanghai area. Last year the show attracted 70 exhibitors from major chain restaurants, food distributors, and equipment suppliers from Shanghai and nearby Emerging City Markets. ATO Shanghai will organize an American Pavilion and serve the U.S. exhibitors at the show.

Contact: Miss Jiao, Mr. Xia, Shanghai Everbright Convention and Exhibition Center Co. Ltd., Room 605, Block B, 70 Caobao Road, Shanghai 200235, Tel: 86-21-64325410, Fax: 86-21-64326802, E-mail: sir-expo@secec.com

III. Other Promotional Activities

U.S. exporters and other organizations interested in participating in or learning more about any of the promotional activities listed below should contact ATO Shanghai for additional information.

A. In-Store and Food Service Promotions

American Holiday Basket Mall Promotion

Date: November 23 2004 – January 3 2005

Venue: Super Brand Mall, Pudong Shanghai

ATO Shanghai is planning an American Holiday Basket Road Show to promote U.S. wine, beverage, coffee, snack food, fresh fruits, dry fruits and nuts, confectionary, packed food, condiments/sauces, bakery products using American ingredients and other food and beverage products that fit the event. The event will showcase, publicize and sell American festival food items to expatriates as well as local consumers during the Christmas and New Year season in Shanghai, the metropolis city with cross-cultures.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: xu.min@usda.gov

Chinese Spring Festival Multi-Promotion

Date: December 20, 2004-February 8, 2005

Venue: Shanghai

ATO Shanghai will work with USDA marketing development cooperators, suppliers, and local print and TV media to encourage Chinese consumers to use American food products. The multi-level program will include a promotion at four Metro Cash & Carry box stores (targeting the hotel, restaurant & institution sector), an 8-segment cooking show on popular local TV channel, A Chef Cooking Competition using U.S. ingredients, with winning recipes going to a

menu promotion in a popular restaurant chain, advertising in the Shanghai Culinary Magazine, the primary industry journal for Shanghai's 3,000-member association (there are 30,000 licensed restaurants in town), and a cookbook to encourage customers to use U.S. ingredients in Chinese recipes.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn.

Cold Chain Seminar and Workshop, Phase II

Date: June 15-19, 2005

Venue: Shanghai

ATO will work with USDA-contracted representatives to host Cold Chain seminar, Phase II, in Shanghai. Funding for the program comes from USDA's Emerging Markets Program. A team of USDA and other US-based cold chain and cold storage experts with special focus on dairy, meat, frozen food, produce, retailing and the HRI sectors, will conduct an audit of selected Shanghai companies. A concluding seminar will present findings of the individual audits to Shanghai's cold storage companies. This activity is a follow-up to Phase I, held in Shanghai, June 8-15, 2004, and aimed at improving the logistics and storage of perishable goods. ATO is building on our relationship with the Shanghai Association of Refrigerated Warehouses and the Shanghai Frozen Food Association, both co-organizers of the event.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atoshanghai@usda.gov

Club House Food Promotion

Date: April 2005, Tentative

Venue: Shanghai

ATO Shanghai will put together a package of products for promotion in the city's fast-growing and upscale clubhouse scene. Clubhouses have become the focal point for business networking in Shanghai, featuring high-end seafood and other food products and beverages. This promotion will take advantage of this developing segment, incorporating both new product launches and consumer education.

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Bar Food Promotion

Date: June 2005, Tentative

Venue: Shanghai

This promotion will focus on the significant but unorganized presence of U.S. products in one of Shanghai's highest value HRI segments. The initial plan is to introduce a variety of snack foods, along with U.S. wines, distilled spirits and craft brews in an effort to build product recognition and establish distribution channels for U.S. products that are new to the market.

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USA Interiors Promotion, AHEC/AFPA/SEC

Date June, 2005, Tentative

Venue: Q & A, Shanghai

ATO Shanghai will team up with AHEC, AFPA and SEC to conduct a first-of-its-kind in-store promotion for U.S. interior wood products at a home improvement center chain in Shanghai. The initial plan is to promote such products as wood flooring, windows, doors, molding and furniture. A showcase U.S. interior will be set up in the stores during the period of the promotion, allowing buyers to select a wide variety of U.S. interior wood products from a single source. This promotion will take advantage of the recent emergence of home improvement centers which allow both homeowners and small decorating companies to source their home-finishing materials from a single source with quality guarantees, rather than wandering through a bewildering maze of storefront suppliers with little if any assurance of quality.

Contact: Mr. Ralph Bean, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: ralph.bean@usda.gov

Foodservice Training

Date: July 2005, Tentative

Venue: Ningbo, Zhejiang Province

ATO Shanghai plans to team up with the Zhejiang Culinary Association to provide a seminar for chefs and foodservice and purchasing managers. Participants will be recruited from restaurants and hotels in Ningbo and nearby emerging market cities. USDA cooperators active in the foodservice sector will be invited to join and expand their scope. The activity will combine training with a well-targeted PR effort, through major TV and print media. Journalists will also be invited to attend and cover each of the organized events.

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Eastern China Retail Promotion

Date: Early September 2005, Tentative

Venue: Zhejiang and Jiangsu Provinces

ATO Shanghai will lead an in-store promotion in selected eastern China emerging city markets featuring U.S. food and beverage products in Carrefour supermarkets. During the promotion, various activities will take place, such as distribution of DM, on-site performances by entertainers, a lucky draw, and a free tasting. Comprehensive media coverage is also planned for the promotion.

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Greater Hangzhou Menu Promotion

Date: September 2005, Tentative

Venue: Hangzhou and nearby cities, Zhejiang Province

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atoshanghai@usda.gov

B. Trade Missions

Culinary Institute-Greystone Chef Buyer Mission

Date: November 11–15, 2004

Venue: California

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: frances.wei@usda.gov

Private Label Manufacture's Association Show

Date: November 13–15, 2004

Venue:

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: xu.min@usda.gov

FMI Buyer's Team

Date: May 2005

Venue: McCormick Place, Chicago, IL

ATO Shanghai will lead a buyer team to the Food Marketing Institute (FMI) trade show in Chicago. The buyer team will also conduct a tour of food processing, trade and retail operations in the United States. The purpose of this annual mission is to expose Chinese traders to a large variety of American food products, to help Chinese importers make direct contact with American exporters, to introduce participants to the concept of consolidators, and to generate export sales of American food products.

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NRA Show Buyer Team

Date: May 2005

Venue: McCormick Place, Chicago, IL

ATO Shanghai plans to lead another food-service buyer team to the National Restaurant Association (NRA) Show in Chicago, Illinois. This annual mission takes Chinese restaurant owners, chefs, and purchasing managers to the world's largest restaurant show and also provide an opportunity for them to meet U.S. suppliers and/or participate in USDA-sponsored training courses. Chinese chefs are thus exposed to a large variety of American food products through tours of California agricultural operations, visits to fine-dining restaurants, and participation in the largest food show in the U.S., i.e. the NRA show.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atoshanghai@usda.gov

International Food Tech Mtg & Expo

Date: July 2005

Venue: New Orleans

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail:

atoshanghai@usda.gov

Chinese Press Team

Date: August 2005

Venue: California, Washington

ATO Shanghai will lead a Press Team to the United States in 2005. The team will consist of five journalists from major newspapers and TV stations in Shanghai, Zhejiang and Jiangsu Provinces. The plan is for the team to receive a general introduction to U.S. agriculture through visits to farms, food processing companies, retail stores, and other agriculture-related sites. The purpose of this trip is to educate participants and give them a more nuanced understanding of U.S. agriculture so that they can, in turn, convey a favorable impression of U.S. agriculture to Chinese audiences. In addition, this trip will help Shanghai ATO consolidate and maintain a good working relationship with local media.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail:

xu.min@usda.gov

C. Trade Reception

ATO Shanghai Spring Festival Reception

Date: February 2005

Venue: Shanghai

To celebrate the Spring Festival (Chinese Lunar New Year), ATO Shanghai will host a trade reception for its most valuable business contacts. Attendees include about 200 of the leading importers, distributors, HRI leaders, and traders in Shanghai and the eastern China region, as well as top government officials.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atoshanghai@usda.gov

Great American Barbecue 2005

Date: August, 2005 (tentative)

Venue: Shanghai

ATO Shanghai's annual Great American Barbecue promotion is now an established and popular trade event. The gala reception gathers approximately 400 of our most influential agriculture trade, retail, food service, distribution, media and government contacts. U.S. trade groups, enterprises, and commodity associations co-sponsor the barbecue.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atoshanghai@usda.gov

IV. Post Contact and Further Information

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Reports from ATO Shanghai and other ATO offices around the world are available from the FAS website www.fas.usda.gov